

Liquor Chronicles

Department of Revenue

Liquor Distribution Team

November 2003

Liquor Annual Report

The Montana Department of Revenue's Annual Financial Report for the Liquor Enterprise Fund for 2002-2003 is available. If you would like to receive a copy, please call Mickey Carlson at 1-800-332-6135, option #2.



Allied Domecq

Allied Domecq is making a splash with Kuya, a brand new rum in a whole new "Fusion" rum category. Kuya is a fusion of aged imported rums, natural citrus, spices and other flavors, and features the same base spirit found in Kahlua. Allied Domecq is also making big strides with Malibu, the coconut-flavored rum category leader. Malibu has recently been selected as an Adams 2003 Growth Brand Award Winner and is experiencing double-digit increases as reported by AC Nielsen. The net result is that the rum category has been energized by the demand for spicy and flavorful new products. Retailers can keep up with the changing tastes of their rum-drinking clientele and reap the profits by adding flavor, fusion and coconut to shelves and back bars.

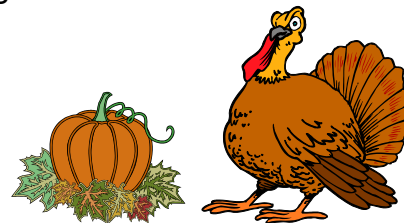
Source: Mike Remitz Director, Marketing Allied Domecq Control States Division

November Holidays

There are two holidays observed in November. All agency liquor stores must be closed on these holidays. Please plan ahead and mark your calendars for placing your orders timely during the busy holiday season.

Veteran's Day is Tuesday, November 11, 2003. Stores with a Tuesday pick date must have their orders submitted to the Helena office by 4:00 a.m. on Thursday, November 6, 2003 for processing.

Thanksgiving Day is Thursday, November 27, 2003. Stores with a Thursday pick date must have their orders submitted to the Helena office by 4:00 a.m. on Monday, November 24, 2003 for processing.



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New Look for Price Book

The Department of Revenue's quarterly price book will have a fresh new look beginning with the February, March and April 2004 publication. Liquor Distribution's price book contract expired, and like other businesses, the department solicited bids in search of the best product for the best price. The new price book contract has been awarded to the publishing company, American Wine & Liquor. We are excited to begin work with the new publisher, John Tanner, and we strongly believe you will be satisfied with the change.

Continental Communications published and distributed the price book for the past six years. Publisher Cole Boehler has been an outstanding businessman and has filled his contractual obligations with the department. We thank Continental Communications and Mr. Boehler for their valued support in the department's liquor functions.

Liquor Distribution knows it is imperative that your agency and every all beverage licensee receive a quarterly liquor price book. Recently a letter was sent to all beverage licensees' verifying the address they wish to receive the price book at. As you receive requests for price books from the licensees you do business with, please notify us. This will help ensure they are receiving a price book on time. Thank you for your assistance and cooperation.

11/03 – 01/04 Price Book Errors

Pepe Lopez Premium Gold
499-89667-10
Should be **\$15.95** for all 3 months.

On page 33 at the bottom:
Margaritaville Tequila Blanco
498-88036-75

The prices are correct, however, November and December should be shaded in, since these are SPA months.

Whitefish Agency Relocates

The Whitefish #64 Agency Liquor Store has relocated to 239 Baker in Whitefish. This is two blocks south of their previous location. The lease expired and was not renewed because the landlord wanted to expand his grocery store into the space that housed the agency liquor store. Liz Larsen, agent, is really excited about her new location and says the building has a lot of history since it was originally a blacksmith shop, then an armory in the 1950's, a Chevrolet garage in the 1960's and then a laundry and dry cleaners until now being remodeled by Liz to become the agency liquor store.

When you are in the Whitefish area, be sure and stop by the new store for a visit with Liz and her crew.



Maker's Mark

The State of Montana is offering the following limited edition Maker's Mark bottles @ \$19.95 per bottle (12-pack):

- 151-902001-75
Maker's Mark Maroon/Silver dipped
- 151-902002-75
Maker's Mark Blue/Gold dipped

These products are limited to 50 cases each and are repackable by 1's. Orders will be allocated to insure all stores have the opportunity to purchase these special dips. Please order these on your special order form if you are interested no later than November 7, 2003.

Product Updates

New Products

- Castillo Spiced Rum
320-43366-75
12 pack @ \$7.25/bottle
- Deep Sea Rum
325-990265-75
12 pack @ \$32.05/bottle
- Deep Sea Vodka
280-990260-75
12 pack @ \$32.05/bottle
- Grey Goose La Vanille Vodka
265-34606-75
6 pack @ \$28.00/bottle
- Précis Vodka
255-990567-75
6 pack @ \$33.10/bottle



New Size

- Capt Morgan Org Sp Rum
320-43333-20
48 pack @ \$3.95/bottle

Promotional Product

The following item is a promotional product.
You will receive 4 of each tin per case.

- Canadian Club Wildlife Tin
020-1395-75
12 pack @ \$19.95/bottle-tin



Closeout Products

Please order any of the following products on
your special order sheet.

- Mozart Chocolate Liqueur
435-66016-75
12 pack @ **\$25.90**/bottle
- Whitfield Mixed Low/High
390-990352-75
12 pack @ **\$18.55**/bottle
- Whitfield Selection
(Contains 3 Islay Malt, 3 Highland Malt, 3
Capbeltown Malt, 3 Lowland Malt)
101-6460-75
12 pack @ **\$13.40**/bottle



Product Updates

Discontinued Items

- Admiral Nelson Coconut Rum
320-43078-17
- Arrow Black Raspberry Liqueur
470-71946-75
- Dos Tiranos Mezcal
499-89272-75
- El Mayor Anejo
499-89178-75
- Ice Box Coffee Hazelnut
398-59232-75
- Ice Box Coffee Hazelnut
398-59233-17
- Roncoco Coconut Rum Liqueur
499-77326-75
- Sauza Galardon Gold Tequila
499-89805-75
- Weller Wheated 19 yr
151-22006-75

Price Changes

- Cinzano Bianco
595-98064-75
12 pack @ **\$5.65/bottle**
- Cinzano Dry
595-98054-75
12 pack @ **\$5.65/bottle**
- Cinzano Sweet
595-98534-75
12 pack @ **\$5.65/bottle**
- Sambuca Molinari Liqueur
415-66615-75
6 pack @ **\$22.45/bottle**
- Skyy Citrus
290-40907-10
12 pack @ **\$16.35/bottle**

For items listed above, there is a limited amount of cases in the warehouse so orders will be filled on a first come – first serve basis.

NABCA # Change

- Corralejo Triple Distilled Tequila
Reposado
499-89188-75
6 pack @ \$38.65/bottle

